



# Creating New Assets in the Cultural Heritage Sphere

## ► CULTURAL HERITAGE AS THE BASIS FOR CREATING NEW ASSETS

Nationally and internationally, more and more attention has been focused on how cultural heritage and the cultural environment can contribute to social, cultural and economic development. This interaction represents great potential for employment and settlement in many towns and villages, both along the coast and inland.

## ► THE AIM OF THE PROGRAMME

This programme of creating new assets will contribute towards cultural heritage being used as a resource in societal development by

- using cultural heritage for the maximum benefit of the population, business and industry, the local community and the regions
- taking better care of the cultural heritage
- developing and spreading knowledge about the cultural heritage as a resource

## ► PILOT PROJECTS

The Directorate for Cultural Heritage has selected ten pilot projects from among seventy applications. In 2005, a trial project was started in Nordland, initiated by the Directorate of Cultural Heritage and Nordland County. "The Value of the Coastal Culture" has the same aims as the projects in the new assets programme and is now categorized as a pilot project in the same way as the other ten. In these projects, cultural heritage will be integrated in different contexts, including the identification of good models of co-operation, methods and procedures. The projects will trigger engagement and resources from the population, business and industry and the authorities at all levels and in different sectors, and will work towards a sustainable use of the cultural heritage and cultural environment that will also pay heed to the limits of their endurance. The projects will further develop and spread knowledge about the cultural heritage as a resource, amongst other things through research and development work, with the help of different networks. In the selection of these projects there has been a special emphasis on finding good projects, particularly from the coastal zone, as part of aiming for coastal culture, but also from towns and centres of population, and projects linked to the agrarian cultural landscape. The link with outdoor-life-based initiatives plays a further, major role in many of these projects.

In 2006, the Directorate for Cultural Heritage in Norway (Riksantikvaren) and the Ministry for the Environment initiated the programme "Creating New Assets in the Cultural Heritage Sphere". The background to this programme has been the desire for cultural heritage and the cultural environment to be used to a greater extent as resources in the development of vibrant local communities, and as the basis for new economic activities.

The programme will be carried out in two phases. The first phase lasts for four years, from 2006 to 2010. What will happen in the second phase depends on the results and experiences harvested in the course of the first phase.

## ► OBTAINING KNOWLEDGE AND EXCHANGING EXPERIENCES

The programme consists of two principal elements: the pilot projects and a network to obtain knowledge, as well as exchanging experiences.

The pilot projects form part of a local and/or regional strategy of creating new assets and innovation. The county or municipal council is the regional development actor and is central to several of the projects, but the owners, business partners, other private and public actors and volunteer organizations are all important. There is a clear intention that the projects should establish a sense of community between the different actors, right across the traditional specialist and sector boundaries. The aim is to create a “bring your own” atmosphere, where funds awarded by the Directorate for Cultural Heritage to the projects are part of a co-operation with other public and private resources.

In order to achieve greater results from the programme, follow-up research will be initiated in connection with the pilot projects, and the programme will be evaluated.

## ► BUDGET

In 2006, 9.7 million kroner was allocated to the programme. For 2007, nine million kroner has been allocated from the Directorate for Cultural Heritage's budget and nine million from the Norwegian Cultural Heritage Fund (Norsk kulturminnefond). These 18 million kroner will be used to restore cultural monuments and prepare new cultural assets.

## ► NETWORKS AND MEETING-PLACES

Networks will be established for the actors in the projects and meeting-places will be set up where those taking part can meet others who are also interested in cultural heritage and creating new assets.

These networks will lay the ground for:

- learning and imparting knowledge
- exchanging experiences between the pilot projects and other, similar projects
- co-ordinating resource components and the use of effects
- feedback from the follow-up research



Goede Sirdar



Larvik kommune



Knausen



Arve Kjersheim Riksanvikvaren

## THE PROJECTS

### **Hamningberg in Finnmark – “Proceed With Care”**

Hamningberg is a deserted fishing village situated on the outermost edge of the Varanger peninsula in the municipality of Båtsfjord. This project will develop the fishing village as a culturally-based tourist destination and sustainable business development based on the fishing village’s resources and the fact of its being anchored in Finnmark’s history. Important elements include its development as a place, economic development and the development of handicraft competence.

### **Bud – Kristiansund in Møre and Romsdal**

The stretch of coast from Bud to Kristiansund encompasses the municipalities of Fræna, Eide, Averøy and Kristiansund. Here, the overall aim of benefit to the coastal cultural heritage and landscape is desired. There will be a focus on qualitative restoration, management, information and provision. The creation of new assets is linked to tourism and associated industries.

### **Gudbrandsdalen in Oppland**

The pilot project in Oppland consists of two regional projects.

In *Nord-Gudbrandsdalen* the aim is to safeguard protected and preservation-grade buildings as an important element in local and regional tourist development. The vision entertained by National Parks Land (Nasjonalparkriket) is to develop Nord-Gudbrandsdalen as one of the leading national park regions in Northern Europe.

*Valdres* is working with regional brand development, using nature and cultural heritage to establish, amongst other things, a regional nature and cultural park. The pilot project will contribute to and safeguard the cultural heritage theme in the park agreement.

### **Porto Franco – Kristiansand’s cultural free port**

Coastal culture and maritime cultural history are the keywords for this project. A sizeable fleet of well-preserved cultural historical vessels will become the eye-catching, central feature of the town port.

### **Odda**

Odda is an industrial community in the process of renewal, and a pioneer in its aims for culture and cultural monuments. Odda is still a strong, vibrant industrial society, but a society that needs several legs to stand on. This project will take care of national and international nature and cultural values and prepare the ground for a more attractive and varied community. The cultural monuments and industrial history will provide the basis for new growth.

### **Hammerdalen in Larvik**

Hammerdalen will be developed into a “new” quarter, with its basis in the history, character and cultural monuments in the area. The value of the cultural monuments associated with this place will be used as a resource to attract new businesses, in compensation for the workplaces that have gone.



Mitrec





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This project is first and foremost aimed at competence development in the link between cultural heritage and creating new assets, and Vestfold University College is a central actor here. Good communications between the main owners, business developers, the authorities and the university college are a prerequisite.

### The Pilgrim's Way

The state of the Pilgrim's Way is to be improved. There will be better maintenance of the roadway itself and of the cultural monuments along the way, together with better signposting and overnight accommodation. Norway houses Nidaros, the northernmost place of pilgrimage in Europe. During the Middle Ages, Nidaros was the goal for those seeking salvation at the tomb of St. Olav. The custom of following in the footsteps of the old pilgrims is burgeoning throughout Europe.

### Pearls of the North Sea Trail

There are many cultural monuments along the North Sea Trail (Nordsjøløypa) and the aim is to further develop this as a cultural monument trail. The ambition of the project is to use the North Sea Trail and a network of old traffic routes along the North Sea coast to establish a connection between creating new assets in the past, present and future, including the involvement of the arts.

### The Nærøysfjord World Heritage Park

The fjords were among the pioneering aspects of the development of modern tourism in Norway, and the fjord landscape is still the most important icon in the marketing of the country as a tourist destination. This project to create new assets in Nærøysfjord has as its aim that the local community should master the role of World Heritage Site host in a good and sustainable fashion.

### Norwegian Traditional Fishing

The Norwegian Traditional Fishing (Norsk Tradisjonsfisk) project aims to safeguard the sited cultural monuments along the coast by putting them to active use. The project takes as its starting-point the Norwegian Traditional Fishing network and six of its member companies who wish to safeguard the dying art of crafts linked to fishing and manufacture, and to use this knowledge actively in the broader aspects of brand creation and enterprise development.

### Nordland

The project of creating new assets in Nordland encompasses Vega municipality and the Lofoten municipalities of Vega, Vågan, Vestvågøy, Flakstad, Moskenes, Værøy and Røst. The project contains themes such as tourism, infrastructure, fishing, a venture involving the common eider, place development and building traditions; activities are particularly concentrated in a number of selected local communities.



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